

@RealtyConnect

About @RealtyConnect

@RealtyConnect is an Internet and Intranet customizable package for any Association of REALTORS®. The entire package is customized to capture the style and culture of your association. @RealtyConnect is a combination of software and services bundled into a product.. For more information concerning @RealtyConnect, please contact Mari-Ann Taylor, phone 803-548-1083 or via email at MAT@compact2.com.

Listed below are the key features for this product.

This section describes the public portion of the web site.

INTERNET FEATURES

Key Features

- Cover Page
- Association Information
- Area Information
- Consumer Information
- Members Search
- Mortgage Information
- MLS Listings
- Contact Us
- Advertising Information

Cover Page

An attractive entrance to the web site which contains a brief description of the site.

Association Information

This page contains pertinent information about the association including address, phone numbers, email addresses, staff members and a brief history of the organization.

Area Information

This page contains important information about the area(s) serviced by the association. Items that may be included on this page are amenities in the area, nearby tourist attractions, recreational activities, sports, cultural arts, entertainment. Education opportunities with links to the local schools may also be included.

Consumer Information

This area provides information to the public on buying and selling a home. An explanation of the forms involved in a real estate transaction may be included in this section. Other information may be explanations of the different types of housing, and what to look for when buying a home.

Members Search

This section is divided into 4 areas for the visitor to search for members.

- The *Firm Directory* contains all the member Real Estate firms.
- The *Agent Directory* contains all the member Real Estate Agents.
- The *Affiliates/Associate Directory* contains all the non real estate companies and individuals who are members.
- The *Category Directory* allows you to search for an all member companies by type of business.

Mortgage Information

This area may provide information to the public on common mortgage terms, and a mortgage calculator for calculating house payments. An explanation of Mortgage Terms may be included.

Contact Us Page

A email form is provided for site visitors to request information from the association.

Advertising Information

A page is included to give potential site advertisers information on the types and cost of ads on the site.

MLS Listings

All Association MLS listings are uploaded on a daily basis to the web site. Visitors are able to search the listings by MLS #, type of property, area, price range, number of bedrooms, number of baths, and garage options.

The display results page includes a picture of the property, along with all pertinent information such as price, address, bedrooms, baths, square feet, year built, subdivision and description of property. The listing agent and firm are listed with the email address and URL for the agent if available.

A map showing where the property is located is available in a pop-up window. A printable flyer is also available in a pop-up window, suitable for printing from the web. Extra pictures, if available, also pull up a pop-up window for review.

The package also has a preferred listing cart where visitors can place property that they are interested in for future review. Listings are shown in groups of 10 with easy navigation between pages. (Information displayed is dependent upon the MLS database)

**MEMBERS ONLY
INTRANET FEATURES**

Key Features

- Secure login to "Members Only" area
- Cover Page
- Late Breaking News
- Calendar of Events
- Important Documents
- Tech Tips
- Discussion Forums
- Committee Reports
- Current Officers
- Recent Activities
- Links to other important sites

Cover Page

The "Members Only" cover page has a quick link to the Late Breaking News page, which indicates the events coming up in the next 7 days and has links and a brief explanation of all the sections.

Late Breaking News

This page contains important late breaking news for association members. This information is maintained by the association staff via a secure login to the Intranet maintenance area.

Calendar of Events

This page contains a view of all events scheduled for the current month. Members can scroll forward or backwards month by month to view previous and upcoming events. This information is maintained by the association staff via a secure login to the Intranet maintenance area.

Important Documents

This page contains important documents for the association members. These documents could include MLS Rules and Regulations, MLS Forms, membership applications, Nomination Forms and other miscellaneous forms. Forms are available using the Adobe Acrobat Reader.

Tech Tips

This page contains technical tips for the association members. These Tips could include computer requirements for the MLS system, Digital camera recommendations, computer virus information, backup tips, and other miscellaneous tips. The information for this page would be supplied by the association staff or an association committee.

Discussion Forum

This area contains an unlimited number of discussion topics that the members and the staff can utilize. The association staff can utilize this area to post information for members. Open houses can be posted as well as open discussion topics. This will allow members and staff to easily exchange ideas, common problems and upcoming regulations and laws.

Committee Reports

This page contains the latest minutes from the board and all the associations committees. A selected number of minutes may be retained on the site for review.

Current Officers

This page contains the current officers of the association with their pertinent information listed.

Recent Events

This page contains information and pictures from the recent activities of the association. A selected number of events may be retained on the site for review.

Links to other Important Sites

This page links to other sites that contain helpful information for the association members.

RETURN ON INVESTMENT

Key Factors

- Reduce Printing Cost
- Reduce Postage Cost
- Reduce Staff Time
- Advertising Revenue
- Enhanced Services for Members
- Increased Visibility for Association and Members

Reduce Printing Cost

By providing all MLS Listings on the Internet Site, MLS Book printing can be reduced or eliminated completely. Important forms can be printed from the Internet by the members instead of having the Association providing forms.

Reduce Postage Cost

The Members Only section can provide news, upcoming events, and other types of information that usually requires a mailing from the Association.

Reduce Staff Time

By eliminating a significant amount of printing, stuffing and mailing of information to members, the Staff will have more time for other duties.

Advertising Revenue

The Association web site provides excellent advertising opportunities for real estate businesses. The selling of banner and box ads on the web site can generate revenue for the association.

Enhanced Services for Members

The web site and the "Members Only" Intranet section provide a variety of benefits for the members. This increased level of service can increase membership and improve the satisfaction of current members.

Increased Visibility for Association and Members

The web site with all the MLS listings will drive a large amount of traffic to the site. This increased traffic will give the association and the members the opportunity to increase their business opportunities.